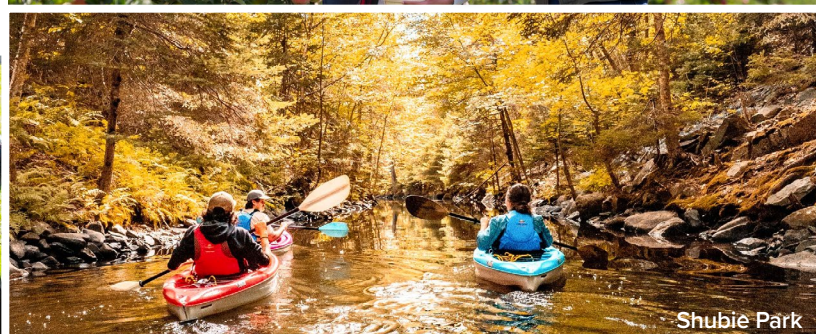


TOURISM DIGITAL ASSISTANCE PROGRAM 2022/2023

TOURISM
NOVA SCOTIA 

digital
nova scotia 



PROGRAM OVERVIEW

Improve your business's credibility and brand recognition and close the sale by making sure you have a strong website, are visible online, and offer services customers expect like online booking. The Tourism Digital Assistance Program (TDAP) connects eligible tourism businesses with qualified digital experts to enhance their online marketing and services. The program is offered in partnership between Tourism Nova Scotia (TNS) and Digital Nova Scotia (DNS).

Eligible program activities include:

- Ecommerce
- Online Booking
- Website Design & Development
- Data Analytics
- Search Engine Optimization (SEO)
- Digital Marketing
- Social Media
- Copywriting
- Audio & Podcast Services
- Branding & Design
- Photography and/or Videography (\$2,500 max)

HOW DOES IT WORK?

Eligible tourism businesses will complete an online application with questions to help define their challenges and opportunities. Approved businesses will be eligible for the full cost of services of a qualified consultant with expertise in the specific tactics required and familiarity with tourism businesses' requirements (up to a maximum of \$5,000 in service value, which is tax inclusive).

There is a cap of \$2,500 in value for the photography/videography services. Approved participants who wish to include this service will have approximately \$2,500 remaining for other program services. Photography deliverables will include 20 images selected by Tourism Nova Scotia as outlined in a Statement of Work.

The final edited photos/videos created through this program will be owned by TNS and shared with the participants to use in their marketing, and may be used by TNS in marketing campaigns and channels, and uploaded to the TNS digital content library to share with approved tourism industry partners.

Projects will start in the fall/early winter and must be completed by March 31, 2023. Approved applicants will be required to sign an agreement to participate, complete a report at the end of the project and other project tasks within required timelines.

WHO IS ELIGIBLE?

The program is open to Nova Scotia tourism businesses and organizations listed on NovaScotia.com. For more information about listing on NovaScotia.com visit: <https://tourismns.ca/promote-your-business-tourism-nova-scotia>.

Businesses must be currently open or plan to open for the 2023 tourism season. New businesses that are not yet open will need to demonstrate that they are ready and able to complete the projects identified and will be ready to open by Summer 2023.

Businesses must demonstrate a need to update a component of their online presence and implement the identified goals and outcomes prior to March 31, 2023.

Businesses and organizations must be in good standing with the provincial Registry of Joint Stock Companies. Roofed accommodations must be registered with the province's Tourist Accommodations Registry.

A panel from TNS and DNS will review applications. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. Priority is given to businesses and organizations whose primary focus is attracting and servicing visitors, who demonstrate a well-defined digital need, and businesses who have not yet participated in TDAP. Previous participants must clearly demonstrate a need and how participation will build on previous work. Applicants applying for multiple tourism businesses will be considered for one business per program intake period. Businesses participating in TDAP since April 1, 2022 are ineligible for the fall intake.

Applicants with outstanding program requirements with DNS or the Department of Communities, Culture, Tourism and Heritage (CCTH) will not be eligible.

WHAT ARE THE BENEFITS OF PARTICIPATION?

Given the growing number of travellers that start their trip-planning research on the internet, a well-designed and maintained digital footprint is critical for a tourism business to attract potential customers. Providing travellers with the option to book online, leave public reviews, and to take advantage of other online features

provides a better user experience and is necessary to remain competitive in today's digital age.

Having a strong online presence is a powerful marketing tool that helps businesses reach more people, build a stronger brand and increase credibility with potential customers.

HOW TO APPLY?

Tourism businesses and organizations can complete the online application form at: <https://digitalnovascotia.com/programs/tourism-digital-assistance-program/tourism-business-application/>

Application deadline is

Wednesday, October 26, 2022 at 4 p.m. (ADT)

If you do not receive a confirmation email after submitting your application please contact DNS at: tdap@digitalnovascotia.com

PROGRAM CONTACT

For more information about the Tourism Digital Assistance Program or application process, please contact

Leena Roy Chowdhury

Project Manager, Digital Nova Scotia
902-789-4773 | tdap@digitalnovascotia.com

or **Jennifer McKeane**

Business Development Advisor, Tourism Nova Scotia
902-717-3623 | jennifer.mckeane@novascotia.ca

ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$2.5 billion ICT and digital technologies sector, representing over 250 members, including startups, SMEs, multinational corporations, government, post-secondary institutions, and more.

ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia (TNS) works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.